



KVVU TV  
25-TV 5 Drive  
Henderson, NV 89014  
(702)435-5555

# CONTRACT

And:

Great American Media (GMMB)  
3050 K Street N, Suite 100  
Washington, DC 20007

<u>Contract / Revision</u> 485655 /		<u>Alt Order #</u> 06236978
<u>Product</u> DSCC IE		
<u>Contract Dates</u> 10/09/12 - 11/06/12		<u>Estimate #</u> 1407
<u>Advertiser</u> DSCC		<u>Original Date / Revision</u> 10/31/12 / 10/31/12
<u>Billing Cycle</u> EOM/EOC	<u>Billing Calendar</u> Broadcast	<u>Cash/Trade</u> Cash
<u>Station</u> KVVU	<u>Account Executive</u> Teresa Difuria	<u>Sales Office</u> TELEREP-PHIL
<u>Special Handling</u>		
<u>Demographic</u> Adults 35+		
<u>IDB#</u>	<u>Advertiser Code</u>	<u>Product Code</u>
<u>Agency Ref</u>		<u>Advertiser Ref</u>

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Amount
N 44	KVVU	10/16/12	11/05/12	TMZ	730-8p		:30			NM	19	\$10,675.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/16/12	10/22/12	MTWTF--				5	\$675.00			
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>	<u>Type</u>		
	1	KVVU	10/16/12-10/22/12	TMZ	730-8p	MTuWThF----	:30		\$675.00	NM		
	See MG 41.8,41.9,41.10,41.11											
	2	KVVU	10/16/12-10/22/12	TMZ	730-8p	MTuWThF----	:30		\$675.00	NM		
	See MG 38.13,38.14,38.15,38.16,38.17,38.18,38.19,38.20,38.21,38.22,38.23,38.24,38.25,38.26,38.27,38.28,38.29,38.30,;											
	3	KVVU	10/16/12-10/22/12	TMZ	730-8p	MTuWThF----	:30		\$675.00	NM		
	See MG 38.13,38.14,38.15,38.16,38.17,38.18,38.19,38.20,38.21,38.22,38.23,38.24,38.25,38.26,38.27,38.28,38.29,38.30,;											
	4	KVVU	10/16/12-10/22/12	TMZ	730-8p	MTuWThF----	:30		\$675.00	NM		
	See MG 41.8,41.9,41.10,41.11											
	5	KVVU	10/16/12-10/22/12	TMZ	730-8p	MTuWThF----	:30		\$675.00	NM		
	See MG 41.8,41.9,41.10,41.11											
Week:		10/23/12	10/29/12	MTWTF--				5	\$675.00			

(\* Line Transactions: N = New, E = Edited, D = Deleted)

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**KVVU TV**  
**25-TV 5 Drive**  
**Henderson, NV 89014**  
**(702)435-5555**

<u>Contract / Revision</u> 485655 /		<u>Alt Order #</u> 06236978
<u>Contract Dates</u> 10/09/12 - 11/06/12	<u>Product</u> DSCC IE	<u>Estimate #</u> 1407
<u>Advertiser</u> DSCC		<u>Original Date / Revision</u> 10/31/12 / 10/31/12

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Amount
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>	<u>Type</u>		
	7	KVVU	10/23/12-10/29/12	TMZ	730-8p	MTuWThF----	:30		\$675.00	NM		
			See MG 35.16,35.17,35.18									
	8	KVVU	10/23/12-10/29/12	TMZ	730-8p	MTuWThF----	:30		\$675.00	NM		
			See MG 41.5,41.6,41.7									
	9	KVVU	10/23/12-10/29/12	TMZ	730-8p	MTuWThF----	:30		\$675.00	NM		
			See MG 44.16,44.17,44.18,44.19,44.20,44.21,44.22,44.23,44.24,44.25,44.26									
	16	KVVU	10/25/12-10/25/12	Extra	M-Sa 8-10p/Su 7-1----	Th-----	:30		\$500.00	NM		
			Ⓜ MG for 37.2,42.5,42.3,33.2,58.2,38.33,10.3,29.8,38.12,44.9									
	17	KVVU	10/25/12-10/25/12	TMZ	M-Sa 8-10p/Su 7-1----	Th-----	:30		\$675.00	NM		
			Ⓜ MG for 37.2,42.5,42.3,33.2,58.2,38.33,10.3,29.8,38.12,44.9									
	18	KVVU	10/28/12-10/28/12	Simpsons/Simpsons	M-Sa 8-10p/Su 7-1-----	-----Su	:30		\$825.00	NM		
			Ⓜ See MG 44.27,44.28									
	19	KVVU	10/30/12-11/05/12	Fox 5 News at 6pm	M-F 6-630pm	MTuWThF----	:30		\$900.00	NM		
			Ⓜ MG for 37.2,42.5,42.3,33.2,58.2,38.33,10.3,29.8,38.12,44.9									
	20	KVVU	10/30/12-11/05/12	Fox 5 News at 6pm	M-F 6-630pm	MTuWThF----	:30		\$900.00	NM		
			Ⓜ MG for 37.2,42.5,42.3,33.2,58.2,38.33,10.3,29.8,38.12,44.9									
	21	KVVU	10/30/12-11/05/12	Fox 5 News at 6pm	M-F 6-630pm	MTuWThF----	:30		\$900.00	NM		
			Ⓜ MG for 37.2,42.5,42.3,33.2,58.2,38.33,10.3,29.8,38.12,44.9									
	22	KVVU	10/30/12-11/05/12	More M-F 9-10a	M-F 9a-10a	MTuWThF----	:30		\$275.00	NM		
			Ⓜ MG for 37.2,42.5,42.3,33.2,58.2,38.33,10.3,29.8,38.12,44.9									
	23	KVVU	10/30/12-11/05/12	More M-F 9-10a	M-F 9a-10a	MTuWThF----	:30		\$275.00	NM		
			Ⓜ MG for 37.2,42.5,42.3,33.2,58.2,38.33,10.3,29.8,38.12,44.9									
	24	KVVU	10/30/12-11/05/12	More M-F 9-10a	M-F 9a-10a	MTuWThF----	:30		\$275.00	NM		
			Ⓜ MG for 37.2,42.5,42.3,33.2,58.2,38.33,10.3,29.8,38.12,44.9									
	25	KVVU	10/30/12-11/05/12	More M-F 9-10a	M-F 9a-10a	MTuWThF----	:30		\$275.00	NM		
			Ⓜ MG for 37.2,42.5,42.3,33.2,58.2,38.33,10.3,29.8,38.12,44.9									
	26	KVVU	10/27/12-10/27/12	TMZ Weekend	Sat 130-230am	-----Sa--	:30		\$150.00	NM		
			Ⓜ MG for 37.2,42.5,42.3,33.2,58.2,38.33,10.3,29.8,38.12,44.9									
	27	KVVU	10/31/12-11/05/12	Fox 5 News AM M-F 7a-9a	M-F 7a-9a	M--WThF----	:30		\$700.00	NM		
			Ⓜ MG for 44.18 10/28									
	28	KVVU	10/31/12-11/05/12	Fox 5 News @ 430am	M-Th, Sun 430-5aM--WTh---Su	:30			\$125.00	NM		
			Ⓜ MG for 44.18 10/28									
Week: 10/30/12		11/05/12	MTWTF--	5	\$675.00							
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>	<u>Type</u>		
	13	KVVU	10/30/12-11/05/12	TMZ	730-8p	MTuWThF----	:30		\$675.00	NM		
			See MG 44.29									
	29	KVVU	11/02/12-11/05/12	Fox 5 News at 6pm	M-F 6-630pm	M-----F----	:30		\$675.00	NM		
			Ⓜ MG for 44.13 11/01									
<b>Totals</b>											<b>368</b>	<b>\$307,060.00</b>

Time Period	# of Spots	Gross Amount	Net Amount
10/01/12 - 10/28/12	246	\$217,070.00	\$184,509.50
10/29/12 - 11/06/12	122	\$89,990.00	\$76,491.50
<b>Totals</b>	<b>368</b>	<b>\$307,060.00</b>	<b>\$261,001.00</b>

**Signature: \_\_\_\_\_ Date: \_\_\_\_\_**

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REP HEADLINE# 6236978 TRF# 485655  
 \$\$\$ MOD# 11: UNAPPROVED REV #1 \$\$\$

REP: TEL# 610-293-4100 FAX# 610-225-1191  
 CREDIT ADVISORY: AGENCY CREDIT RISK !!  
 ORDER WORKSHEET HARRIS REPORT FROM REP OCT31/12 17.31  
 \*\*\*CHANGES\*\*\* \*\* KVVU-TV \*\*\*

ADV # ADV. NAME ISS/DSCC IE REP. # OFF. # 762 SALESMAN #  
 AGY # 70858 AGY. NAME GREAT AMERICAN MEDIA BUYER NAME MAURA GILROY

3050 K ST NW,  
 WASHINGTON, DC 20007  
 SALES PRSN PH- TERESA DIFURIA

ORDER # CONTRACT # 6236978 CLASS: NATL. LOCAL REGIONAL

PRDCT DSCC IE EST#1407 COMMENTS: (LINE, ORDER, INVOICE)

FLIGHT DATES OCT9/12 NOV6/12 WK-5

CITY TAX STATE TAX CO-OP BILLING NEEDED DATE OCT31/12 17.31

REP: TO ROSE  
 FR NIKKI  
 OK'D M20 SEE LINE 155  
 TOTAL SAME  
 PLS CNF THANKS

STA:

CON CM \*\*\*\*\* THIS IS A CASH IN ADVANCE SCHEDULE \*\*\*\*\*

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS/WK	WEEK INVT	DAYS	TOTL SPTS
44	ES		730P-800P	30		\$675.00	10/16	10/22	0		TU-F,M	0
44	ES		730P-800P	30		\$675.00	10/23	10/29	2		TU-F,M	2
44	ES		730P-800P	30		\$675.00	10/30	11/5	4		TU-F,M	4

PROGRAM : TMZ

AGENCY ADVERTISER CODE =  
 AGENCY PRODUCT CODE =  
 AGENCY EST# = 1407

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS/WK	WEEK INVT	DAYS	TOTL SPTS
:	LINE#	:	:	:	:	:	DATE	DATE	/WK	INVT	:	SPTS

155	A		600P-630P	30		\$675.00	11/2	11/5	1		F,M	1
PROGRAM : NEWS ORD COM1: SPOT N/A. MG OFFER 6P NEWS. NOT PRE-BOOKED PLS APPROVE. THIS IS A MAKE-GOOD FOR OCT30 ON LINE-44 FOR 1 SPOT/WK STATION MAKEGOOD OFFERS:												
M20	OK'D		BUY#44									
			MISSED: TU-F,M/730P-800P				OCT30		30S	\$675.00		(OCT31/12)
			OFFER: F,M/600P-630P				NOV2		30S	\$675.00		PLS ADVISE.
			CMT: SPOT N/A. MG OFFER 6P NEWS. NOT PRE-BOOKED PLS APPROVE.									
OCT/12			221180.00			NOV/12						
						85880.00						
												CONTRACT TOTAL 307060.00
												TOTAL SPOTS 368

MARKET TOTALS \$1,535,300    KVVU 20%    KSNV 27%    KLAS 28%    KTNV 18%    KVMY 5%    KVCW 2%    CABL 0%  
 SVC- NSI    KTUD 0%  
 DEMOS- RA35+\*

MOD CODE    A-ADD    B-BUY TYPE    C-CANCELLED    DE-DELETE    E-EFF DATES    L-LENGTH    M-MAKEGOOD    N-PROGRAM NAME  
 P-CLASS, PLAN, SECT    Q-PAID PGM    R-RATE    S-SPOTS PER WEEK    T-TIME    X-LATE    Y-DAYS    Z-COMMENTS    \*-MULTIPLE



KVVU TV  
25-TV 5 Drive  
Henderson, NV 89014  
(702)435-5555

# CONTRACT

And:

Crossroads Media  
66 Canal Center Plaza  
Suite 555  
Alexandria, VA 22314

<u>Contract / Revision</u> 498247 /		<u>Alt Order #</u> 06368341
<u>Product</u> CROSSROADS GPS		
<u>Contract Dates</u> 10/13/12 - 10/20/12		<u>Estimate #</u> 1119
<u>Advertiser</u> ISS/Cross Roads GPS		<u>Original Date / Revision</u> 10/13/12 / 10/13/12
<u>Billing Cycle</u> EOM/EOC	<u>Billing Calendar</u> Broadcast	<u>Cash/Trade</u> Cash
<u>Station</u> KVVU	<u>Account Executive</u> Teresa Difuria	<u>Sales Office</u> TELEREP-PHIL
<u>Special Handling</u>		
<u>Demographic</u> Adults 35+		
<u>IDB#</u>	<u>Advertiser Code</u> 12	<u>Product Code</u> 11
<u>Agency Ref</u>		<u>Advertiser Ref</u>

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/ Week	Rate	Type	Spots	Amount
N 18	KVVU	10/13/12	10/20/12	FOX 5 News Sat 10-11p	10-11p Sat		:30			NM	2	\$4,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/08/12	10/14/12	-----1-				1	\$2,100.00			
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>	<u>Type</u>		
	1	KVVU	10/08/12-10/14/12	FOX 5 News Sat 10-11p	10-11p Sat	-----Sa--	:30		<del>\$2,100.00</del>	NM		
	See MG 18.3											
	3	KVVU	10/19/12-10/19/12	Fox 5 News M-F 10p-11p	10p-11p	-----F----	:30		\$2,100.00	NM		
	Ⓜ MG for 18.1 10/13											
Week:		10/15/12	10/21/12	-----1-				1	\$2,100.00			
Totals											44	\$37,815.00

Time Period	# of Spots	Gross Amount	Net Amount
10/01/12 - 10/20/12	44	\$37,815.00	\$32,142.75
<b>Totals</b>	44	\$37,815.00	\$32,142.75

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

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REP HEADLINE# 6368341 TRF# 498247 REP: TEL# 610-293-4100 FAX# 610-225-1191  
 \$\$\$ MOD# 0: UNAPPROVED REV #1 \$\$\$ CREDIT ADVISORY: AGENCY CREDIT RISK !! OCT15/12 09.58  
 ORDER WORKSHEET HARRIS REPORT FROM REP \*\*\* KVVU-TV \*\*\*  
 \*\*CHANGES\*\*

ADV # \_\_\_\_\_ ADV. NAME ISS/CROSSROADS GPS REP. # \_\_\_\_\_ OFF. # 762 SALESMAN # \_\_\_\_\_  
 AGY # \_\_\_\_\_ AGY. NAME CROSSROADS MEDIA LLC BUYER NAME EMILY MILHOAN  
 66 CANAL CENTER PLAZA, SUITE 555 SALES PRSN PH- TERESA DIFURIA  
 ALEXANDRIA, VA 22314  
 ORDER # \_\_\_\_\_ CONTRACT # 6368341 CLASS: NATL. LOCAL REGIONAL  
 PRDCT CROSSROADS GPS EST#1119 COMMENTS: (LINE, ORDER, INVOICE)  
 FLIGHT DATES OCT13/12 OCT20/12 WK-2  
 CITY TAX \_\_\_\_\_ STATE TAX \_\_\_\_\_ CO-OP BILLING NEEDED \_\_\_\_\_ DATE OCT15/12 09.58

REP: TO ROSE  
 FR NIKKI  
 OK'D M11 SEE LINE 61  
 TOTAL SAME  
 PLS CNF THANKS

STA:  
 CON CM \*\*\*\*\* THIS IS A CASH IN ADVANCE SCHEDULE \*\*\*\*\*

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
18	ES		1000P-1100P	30		\$2,100.00	10/13	10/13	0		SAT	0
18	ES		1000P-1100P	30		\$2,100.00	10/20	10/20	1		SAT	1

AGENCY ADVERTISER CODE = 12 AGENCY EST# = 1119  
 AGENCY PRODUCT CODE = 11  
 PROGRAM : FOX 5 NEWS AT 10PM SAT  
 CON COM1: FOX 5 NEWS AT 10PM SAT

REP HEADLINE# 6368341 TRF# 498247 REP: TEL# 610-293-4100 FAX# 610-225-1191  
 \$\$\$ MOD# 0: UNAPPROVED REV #1 \$\$\$ CREDIT ADVISORY: AGENCY CREDIT RISK !! OCT15/12 09.58  
 ORDER WORKSHEET HARRIS REPORT FROM REP \*\*\* KVVU-TV \*\*\*  
 \*\*CHANGES\*\*

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS/WK	WEEK INVT	DAYS	TOTL SPTS
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61	A		1000P-1100P	30		\$2,100.00	10/19	10/19	1		FRI	1
PROGRAM : FOX 5 NEWS AT 10PM SAT ORD COM1: TRAFFIC WASN'T RECD IN TIME FOR SATURDAY LOG. MG 10P NEWS FRIDAY. ORD COM2: PRE-BOOKED PLS APPROVE. THIS IS A MAKE-GOOD FOR OCT13 ON LINE-18 FOR 1 SPOT/WK STATION MAKEGOOD OFFERS: M11 OK'D BUY#18 MISSED: SAT/1000P-1100P OCT13 30S \$2,100.00 (OCT13/12) OFFER: FRI/1000P-1100P OCT19 30S \$2,100.00 PLS ADVISE. CMT: TRAFFIC WASN'T RECD IN TIME FOR SATURDAY LOG. MG 10P NEWS FRIDAY. CMT: PRE-BOOKED PLS APPROVE.												

OCT/12 37815.00 CONTRACT TOTAL 37815.00  
 TOTAL SPOTS 44

MARKET TOTALS \$343,772 KVVU 11% KSNV 33% KLAS 33% KTNV 11% KVMY 8% KVCW 1% CABL 0%  
 KTUD 3%

SVC- NSI  
 DEMOS- RA35+\*

MOD CODE A-ADD B-BUY TYPE C-CANCELLED DE-DELETE E-EFF DATES L-LENGTH M-MAKEGOOD N-PROGRAM NAME  
 P-CLASS, PLAN, SECT Q-PAID PGM R-RATE S-SPOTS PER WEEK T-TIME X-LATE Y-DAYS Z-COMMENTS \*-MULTIPLE